

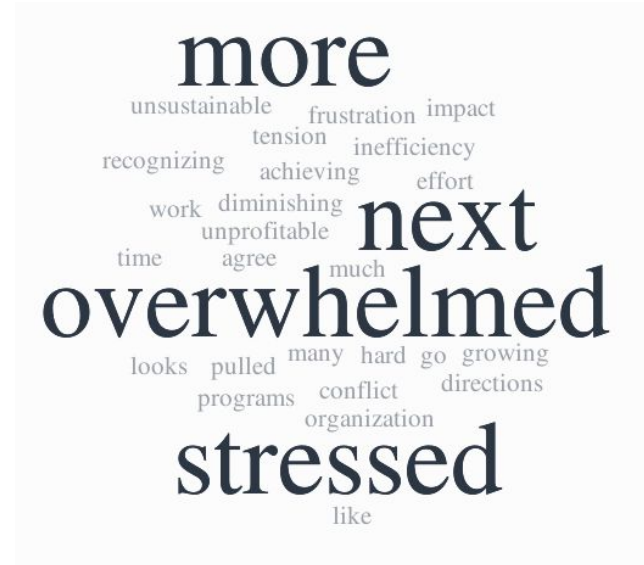


purpl

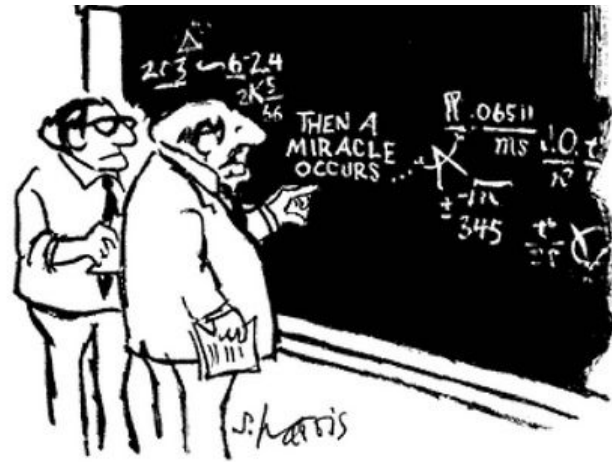
Connecting Your Impact to
Your Operating Model

Organizations of all types are now trying to **build sustainable solutions** to complex social challenges.

The impact model introduces new ways to **measure and communicate** change to all stakeholders so they know what, why, and how the organization is doing.



At Purppl, we believe the best way to develop sustainable enterprises is to **draw a clear link between the desired impact and everyday activities.**



"I think you should be more explicit here in step two."

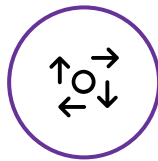
Building An Impact Model

Building an impact model is a process of **mapping your key activities to the desired impacts**, so that an organization can re-focus, create alignment and truly evaluate if they are having the impact they want to achieve.



Phase 1 - Define your impact

Use a Theory of Change to identify which activities contribute to your desired outcomes / impact.



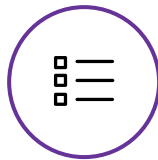
Phase 2 - Create a decision framework

Build a repeatable, transparent decision making matrix to choose a path forward, as well as what to say no to.



Phase 3 - Establish performance evaluation criteria

Initiate / deepen impact measurement and establish a program evaluation framework.



Phase 4 - Set quarterly objectives.

The bridge between impact planning and getting the right tasks done to achieve the goals.

What's Next?

Let's Connect.

The process is facilitated by Purppl's established team of entrepreneurs and is designed to incorporate your entire organization to ensure alignment.

At the end of the process, an organization will have reusable tools to achieve their impact and keep their activities strategically aligned as they grow and make the changes emerging from this work.

Some of the organizations we work with



purppl

Andrew Greer
Managing Director

Let's connect:
andrew@purppl.com



purppl

Alyssa Farr
Entrepreneur-in-Residence